



MBTA BUS SHELTER PROGRAM



A Proposed Partnership:

**Town of Arlington
MBTA
CEMUSA**

July 20, 2010



Our Goal....

- **Provide more shelters for our patrons & promote public transit usage**
- **Clean, well maintained and community- friendly shelters**





Arlington and the MBTA

- **11 Bus routes serve the Town**
 - Route 77 is the T's 11th busiest
- **7,600 riders board T buses in Arlington daily**
 - mostly along Mass Ave.
- **163 bus stops in Arlington**
 - only 5 have shelters





Bus Shelters-A Brief History

- **Renewed focus on bus service and customer enhancements**
 - **Title VI / Environmental Justice Compliance**
 - **Budget constraints**
 - **A strategy for the future**
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Ongoing Shelter Challenges



- Uninviting
- Poor visibility
- Dangerously close to the curb line
- Not accessible to persons with disabilities



Maintenance Headaches

- Graffiti & Vandalism
- Broken panels
- Difficult to clean



ARRA Bus Corridor Project

- Federal Stimulus funds for Bus route 77 Improvements
- Stop consolidation, benches, signs, shelters, ADA enhancements, traffic signal upgrades
- New shelters are critical for project's success.





Boston's Shelter Program

- City of Boston Contract with WALL USA
- 280 shelters installed since 2002
- Advertising Revenue for the City





The Shelter Partnership

- Introducing CEMUSA shelters
- CEMUSA installs and maintains in return for advertising revenue
- Revenue shared with the Town
- Locations are approved jointly by the Town, the MBTA and CEMUSA





CEMUSA Shelters





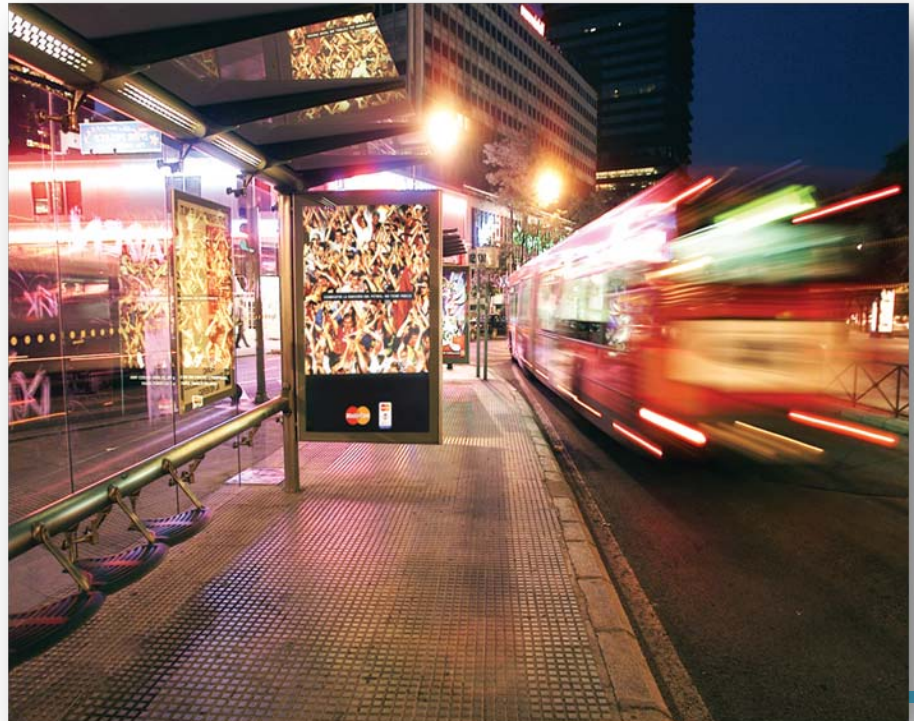
Current CEMUSA Communities

Municipality	# Of CEMUSA Bus Shelters
Cambridge	36
Everett	19
Chelsea	16
Watertown	11
Somerville	29
Salem	4
Lynn	19
Boston	12
Revere	19



CEMUSA's Qualifications

- 1,000 employees worldwide have built over 160,000 structures to help transform 160 cities around the globe.
- Worldwide experience combined with local commitment, by partnering with Municipal governments, collaborating with local organizations, and generating local jobs.





Unsurpassed Maintenance and Quality

- Well maintained shelters= a desirable product
- Shelters remain in like-new condition for the term of the contract
- Shelters are inspected and cleaned twice a week and repairs are made within 24 hours of notice
- Brighton Massachusetts office with full time staff





CEMUSA's Commitment to the Environment

- Using sustainable energy resources –MBTA has 24 solar powered shelters with LED illumination
- Facilitating waste collection for recycling – all office waste and client posters
- Using recycled materials that are of the highest quality and are free from pollutants
- Using environmentally friendly products – More than 99% of CEMUSA's products are recyclable





License Agreement Features

- 15-year duration, after which, Arlington has option to own all shelters or have CEMUSA remove them.
 - Inspection and cleaning twice per week, repairs within 24 hours of notice
 - Compliance with MBTA Shelter policy and criteria
 - MBTA has right to reject location and advertising
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Revenue Sharing

- Each CEMUSA shelter will provide Arlington with approximately \$1,400 in annual revenue
 - A 10-shelter program would result in an annual payment to the town of approximately \$14,000
 - All shelter install, maintenance and cleaning costs responsibility of CEMUSA
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MBTA Advertising Policy

- CEMUSA must conform to MBTA's current advertising policy
 - MBTA has right to reject any advertisement
 - Advertisements on public ways subject to approval of the State Outdoor Advertising Board
 - Location-specific constraints are negotiable
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Shelter Enhancement Examples

CAMBRIDGE



BEFORE

MBTA SHELTER



AFTER

CEMUSA SHELTER



Shelter Enhancements

CAMBRIDGE



BEFORE

MBTA SHELTER



AFTER

CEMUSA SHELTER



Shelter Enhancements

CHELSEA



BEFORE

MBTA SHELTER



AFTER

CEMUSA SHELTER



Summary

- **MBTA commitment to improve transit in Arlington.**
 - **CEMUSA Shelters have a proven track record**
 - **Functional and aesthetically pleasing and guaranteed maintenance and cleaning**
 - ***Revenue Sharing with the Town***
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